



## It's No Use Arguing

the question of clothes economy with a man who has pinned his faith to tailored garments. "The proof of the pudding is in the eating," and this fortunate individual knows the appeal in a stylish garment. He also knows that it costs no more to wear tailored clothes than the so-called cheaper ready-to-wear kind. His conception of the idea is exemplified in the garments that go out from this establishment. They wear well and look well—and cost no more than the other kind.

**Geo. A. Mansfield & Company**  
206 MESA AVE.

Get the Habit. Pay Cash.

## ALFONSO AS A REAL YACHTSMAN

King Alfonso of Spain, who is a most enthusiastic yachtsman shown on the deck of the Hispania cheering back at crowds that have cheered him when he won the cup at Santander recently. He



has the knack when on the water of seemingly sinking the king in the man. There is nothing that the ordinary sailor has to do that his enthusiasm does not suggest that he take a hand in, and frequently his sailing captain has to admonish him that the ropes are to be pulled by the sailors and not by a king.

## SHELDON HOTEL CLOSES ITS DOORS THURSDAY

"This house closes Aug. 25, 1910. All rooms must be vacated by 8 p. m. this date. J. W. Fisher, Aug. 25, 1910." This unofficial bit of crepe is pasted on the register of the Sheldon hotel. But one more day remains of the historic old place, after which, the traveling public who have been making the Sheldon their home for the past ten years, will have to hunt another roof-tree to shelter them when in El Paso.

## READ IT!

New York's best seller

"A Circuit Rider's Wife" by Harris

for sale by  
**International Book & Stationery Co.**  
Herald Building

## BIG LAND DEAL IS CLOSED HERE

Illinois and Kansas City Men Buy Big Tract of Land in Mexico.

A sale of land for \$2 per acre is not much of a sale when but one acre is involved. But a deal was closed Tuesday afternoon at this price per acre when the transaction included 200,000 acres of Mexican land and the amount paid for it was \$400,000, which is not such a trifling deal for the hot weather season.

The sale was made by L. E. Booker, an El Paso land broker, to W. D. Corbin, an oil investor and capitalist of Kansas City, and to Henry Harms, president of the Farmers' bank, of Roanoke, Ill.

The land is a part of the property owned by the Miller estate near Casas Grandes, Chih.

## ROPE FIRE ESCAPES FOR EL PASO HOTEL

Traveling Men Want Them Placed in Every Room As in Other Cities.

Have you a little rope in your hotel room? If not, the commercial traveler will be disappointed. The traveling men who are forced to make the hotels of the country their homes, are starting a movement to have a rope fire escape placed in each room of every hotel patronized by the commercial traveling men. The El Paso members of the various commercial travelers' associations are assisting in the movement and when the new El Paso hotel is completed, they will make a request that these rope fire escapes be included in the equipment of each room of the big hotel.

These ropes, fastened securely to the floor of the room and conveniently placed where the occupant of the room may slide to the ground on it in case of fire, are said by the traveling men to be the only reliable fire escape they know of in existence. When smoke and flame cut off escape by way of the stairs on outside fire escapes, these ropes can be thrown from the window and the occupants of the room slide down them to safety before the firemen can arrive on the scene.

The Interstate Commercial Traveler, a publication for the benefit of traveling men, has taken up the cause and in a recent issue printed a signed letter from R. A. Cavanaugh, a commercial traveler, who gives his experience in a hotel in Cornwall, Ontario, Canada, when his life was saved by one of the rope escapes. He says that a number of hotel men object to the use of the ropes in the hotel rooms, claiming that they do not look nice in the highly furnished rooms. But the traveling man who owes his life to the presence of one in the Canadian hotel says that the rope looked mighty good to him when the fire burst through his door, and the only escape he had from the upper floor was by sliding down the rope.

The movement to have the rope fire escapes installed in the rooms of all commercial hotels is a national one and one which is being fostered by the organizations among traveling men.

## CATTLE IMPORTS ARE AT EBB TIDE

Fall Movement Will Begin Next Week; German Export to Control Market.

Customs officials say that the fall movement of cattle from the republic of Mexico to the United States will begin about September 1. For several months past, the movement has been practically nil, the only shipments being small numbers for El Paso butchers. The movement of cattle from Mexico into the United States reached its height during the last fiscal year, the number imported exceeding any previous year. This was accounted for in part by bad grazing conditions in the republic, but the cultivation in the Mexican brand of cattle has something to do with it, cattle men say.

According to a Mexico City paper, a syndicate is being organized in Paris and Berlin for the purpose of controlling the export cattle trade of Mexico, Central America and Brazil. A representative of the capitalists is now in Mexico City and is seeking to invest \$500,000, 900 gold in grazing lands and timber concessions.

## BUCKLER WALLS MAY SOON BE WRECKED

The council has inspected the second story walls of the Buckler building, and it is thought that these walls will be condemned, and the agents of Mrs. C. N. Buckler notified to have the walls wrecked. These walls, which have been damaged by fire, are thought to be unsafe and are to be ordered wrecked to prevent any accidents to men who are working on the ruins of the Buckler building.

## WORK ON SHELDON DRUG STORE STARTS

Work will begin next week on the new front that is to be put in the Kew & Pollard corner of the Sheldon hotel building. The entrance will be changed from the southeast corner, to the middle of the front, and the display windows rearranged. Plans have been drawn by Trost & Trost for the remodeling of the Oregon street drug store.

## DAILY RECORD.

**Building Permits.**  
To W. H. Tuttle to erect brick service house, 1912 Mesa. Estimated cost \$200.  
To J. M. Goodner, to erect adobe residence, lots 4, 5, 6, South El Paso street, Campbell addition. Estimated cost \$120.

## Deaths Filed.

Tobin, Texas—Frank R. Tobin to Manuela Hernandez, lot 20, block 262, Tobin, Texas; consideration \$10. May 4, 1909.

Government Hill, Lulu, between Houston and Lamar—Government Hill company to J. G. Sauerbmann, lots 15, 16, 17 and 20, block 22, Government Hill addition; consideration \$523. August 1, 1910.

La Tuna—Royal Jackman to May Bailey Jackman, lot 12, La Tuna, Texas; addition to Anthony N. M.; consideration \$25. Sept. 23, 1909.  
La Tuna—Royal Jackman and May Bailey Jackman to Mary L. Coe, 11



## A Grand Showing of New Fall Suits for Men

THE "Popular" is this season as usual to the fore with its initial showing of correct styles for men and young men—a showing which has never been equaled at this time in the season even here.

The hand tailored suits which we show are models of the tailors' art—perfect in every detail—the fit, the finish, the cut, the material, and the perfection of the lines.

Our selections have been made to fit men of every form—tall, short, stout, slim or regular.

Styles for young men, too, are particularly good.

The suits for fall show a remarkable variety of fabrics and colors—tweeds, chevots and worsteds in attractive novelty weaves, with the shades of brown strong favorites.

The price range of these new fall suits is from \$16.50 to \$35.00.

We invite men who are most particular to come and see these splendid suits, even if they are not ready to buy. We only want the opportunity to show you the good features—show how well they're lined—how perfectly they are cut—how well they fit. The chances are that the man who comes to see will remain to buy.

## "High School" Brand Suits for Boys

WE have had made to our special order suits especially for the high school boy. Snappy styles that will appeal to the boys who like to look neat. These are made of good strong material, strongly made, well sewed, with extra quality lining—in fact, an almost indestructible suit that will stand the hard wear the athletic boy will subject it to. These styles (with long trousers) are for boys of 14 to 18 years, and priced from \$7.50 to \$15.00.

acres of Marsh survey; El Paso county; consideration \$1490. Sept. 23, 1909.

La Tuna—Royal Jackman to A. M. Coe and Mary L. Coe, tract of land in La Tuna, Texas; consideration \$530. April 15, 1908.

Yaleto grant—Joe Tellar to Gonzalo Hernandez, six acres in Yaleto grant; consideration \$675. May 31, 1910.

Socorro Grant—El Paso Townsite Co. to W. W. Swartz, 19 acres in Socorro grant; consideration \$1147.50. August 19, 1910.

## TO ERECT MONUMENT TO OFFICIALS WHO LOST LIVES

Plans are to be drawn at once by Trost & Trost for the proposed monument which is to be erected in city hall park in memory of mayor W. F. Robinson and fireman F. T. Ware, who lost their lives in the Calisher fire. The architects have donated their services for the proposed monument.

## OLD HOLMES BUILDING IS COMPLETELY WRECKED

Holmes' old home is history. The brick building formerly occupied by the Holmes cleaning works has been wrecked and nothing remains of the building on the site of the Southwestern park site, but the steel vault and a pile of brick and timber.

## BUILDING INSPECTOR ISSUES TWO PERMITS.

Two small building permits for improvements to be made were issued Tuesday. One of these is for an addition to W. H. Tuttle's home at 1612 Mesa avenue and the other for a small adobe house to be built on South El Paso street.

# 'Twixt Summer and Fall

THE short season intervening between the summer season and fall is full of interest to both those who are in need of a garment or two to complete the summer and those who are planning the autumn outfit. Summer things are reduced to infinitely low prices—the new fall garments are coming in every day—not a moment of the day but is of intense interest to some one. Even though you do not intend to make your fall selections at this time we invite you to visit our Suit Section often—to see the new garments as they come in—so that when the time comes to buy you'll be familiar with the styles and qualities and can choose one that will satisfy you.

## Final Clearance of Linen and Lingerie Dresses

**\$9.95**

Just fifty dresses in this lot, and not one of that fifty should be sold for less than fifteen dollars and most of them are styles that are worth more than twenty-five. These are handsome dresses, made of linen in white and colors, braided and lace trimmed; dainty lingerie dresses of white batiste, beautifully trimmed with fine Valenciennes laces and hand embroidered. Nearly all are exclusive models, that earlier in the season sold for \$15.00 to \$28.50 each. **\$9.95**

## Our Finest Lingerie Dresses

Until Saturday night we will continue the remarkable sale of fine lingerie dresses at \$15.00. None have been reserved, but without exception we offer you your choice of styles formerly sold for \$30.00 to \$45.00 for **\$15.00**

## Tub Dresses for House & Street

Neatly made dresses of percale and gingham in plain colors and stripes and pretty style lawn dresses, made with the square, Dutch neck and with elbow sleeves. For the remaining days of this week we have made up a special lot of these, including qualities worth regularly up to \$4.00, for **\$1.98**

## Embroideries and Laces

Matched sets of fine Swiss and cambric embroideries, in most beautiful styles for infants and children's garments. The widths range from one-half to five inches. Values to 35c, a yard **14c**

Fine Swiss, cambric, nainsook and batiste embroidered edging, insertion, bands and galloons, one to nine inches wide, in old designs and matched sets. Special lot, values to 75c, a yard **35c**

Point de Paris and Valenciennes edging and insertion, in matched sets or odd patterns. Widths from one and one-half to seven inches, worth to 25c, a yard **9c**

## New Draperies (Basement)

CASEMENT CLOTH—A new material designed especially for curtains and side draperies, 36 inches wide, and in a variety of entirely new designs. A yard **15c**

BURLAP—Extra quality, yard wide burlap, in solid green, brown, red and tan. A regular 15c value specially priced **12 1/2c**

SWISS—Yard wide curtain swiss, printed in a variety of new designs. Regular 12 1/2c value, specially priced **9c**

## CALISHER STORE IS TO BE MOST MODERN

Will Be Modeled After a Cleveland, Ohio, Structure Recently Finished.

H. C. Trost and J. Calisher returned Tuesday afternoon from the east where they have been making an inspection of a number of new and modern department stores. A recently completed store in Cleveland is to be used as a model for the new Calisher building on Texas street. It is the most modern in the country, having just been completed, and the El Paso department store will be designed in the same general style as the Cleveland store.

President Calisher and general manager Northman are closeted with the insurance adjusters, in the settlement of the loss on the Calisher stock of goods. A conference was held Wednesday which lasted all day and during which, the invoices and all of the accounts of the J. Calisher company were gone over carefully by the insurance men and the representatives of the department store company.

## SIX NEW CARS FOR THE EL PASO FAIR

To provide sufficient cars for the crowds that will attend the El Paso fair, the electric railway company has contracted for six new prepayment cars, to be shipped here by October 15. These cars are to be much larger than the last shipment of prepayment cars and will be

used on the park line during the fair rush.

The additional cars were secured by the city council after a conference with the management of the street car company following a complaint of alderman Blumenthal that the company is not treating the people right by making many of them stand for lack of room in its cars.

## IMMENSE STOCK IS TAKEN FROM CALISHER RUINS

Wearing apparel and household furnishings are being taken from the Calisher ruins in Texas street.

The poet Goldsmith, who wondered how the one little end of the village schoolmaster could hold so much, never saw the stock room of the Calisher basement. For two days the workmen and clerks of the Calisher company have been taking goods from under the sidewalk of the ruined building. Curtains, underwear, pillow slips and table cloths, sheets and hostess, have been dug from beneath the sidewalk on the Texas street side. The variegated display of wearing apparel and house furnishings is attracting much attention as it hangs on the improvised clothes line along Texas street and Mesa avenue.

One man in a wagon drove up to where the main entrance to the Calisher store used to be, stopped his horse, and asked assistant superintendent Filmore when the sale was going to start. He thought the display of undergarments and table linen was a fire sale display and that the auction would start at once.

## Exceptional Value in Woolen Costumes for Fall

**\$17.95**

Introductory to the fall season we offer an exceptional value in street dresses in the new fall models. These are made of an extra quality chiffon panama, in navy, black, brown, ashes of roses, tan and Copenhagen. The waist is made with lace yoke and cuffs, handsomely braided and with tucked sleeves. The skirt is made with deep pleated flounce with broad band around in the hobbie effect. These are extremely desirable for early fall wear and are **\$17.95** unusual values at.....



## Handsome Gowns Arriving Daily

Each day we receive new garments—handsome ones for evening or street wear, exclusive models, many of which are truly Parisian in effect. We advise an early choice of these, for your own satisfaction. **\$150.00**  
The price range is \$21.95 to.....

## Preparing the New Millinery Department

We are preparing for our patrons the largest, finest and most perfectly stocked millinery department in the city. This department will be managed by a thoroughly competent milliner who has recently arrived from New York, who will be assisted by a corps of expert trimmers. The opening dates will be announced in a few days.

## Popular Shoes

Giving our shoe customers real "shoe goodness," as well as "shoe looks," tells why this department of our store gains in popularity each day. Shoes that come to this store are subjected to the most rigorous tests—the closest scrutiny before they are allowed to become a part of the stock. That's why we guarantee them so emphatically.

Among the new fall styles are—Women's patent leather button shoes, with either leather or cloth tops. Made over the new short vamp lasts and with the new Spanish heel and welt soles. All sizes and widths—a pair **\$3.50**

Women's black velvet button shoes, one of the most favored of the season's novelties. A very dressy shoe, made over the newest lasts. A pair **\$4.00**

Young ladies' dress shoes, in patent leather with the cloth top; Grecian eight-strap sandals, an extremely popular style. Both these are made in sizes 2 1/2 to 8, with the low military heel. A pair, \$2.50 to... **\$3.50**

We show a very complete line of misses' and children's dress shoes on the newest lasts, in the bootie, Grecian 8-strap sandal and colored top styles. Prices \$1.50 **\$3.50** to.....

**The Popular**  
DRY GOODS CO., INC.

## Special Pricing of Veilings.

Three attractively priced items in the kinds of Veilings you'll need for early fall wear, will be on sale in aisle 2 the remaining days of this week.

Fancy mesh veilings, new effects, in a variety of excellent new styles, in all colors, in quantities regularly sold to 50c, a yard **23c**

Full length Automobile Veils, made of extra quality chiffon, in black, white and the full range of fashionable shades. Regular \$1.25 **98c** styles, specially priced

## CALISHER LEASES WELCH BUILDING

Stanton Street Store Is to Be Occupied as Temporary Quarters at Once.

The Calisher company arranged Wednesday morning to take over the building at 107 to 111 North Stanton street formerly occupied by the E. B. Welch company, and will occupy it until the new Calisher building is completed. The store building is to be remodeled and work will start immediately, repair pushing both night and day until the building is ready for occupancy.

Insurance adjusters arranged for the payment of the Calisher insurance on the burned stock Wednesday morning and the goods rescued from the basement of the Buckler building will be placed on sale at the temporary quarters.

## WIDENING STANTON STREET PROGRESSES

The Stanton and San Antonio street corner is being manicured. The repair crew of the Bitulthite company is cutting the sidewalk back five feet on this corner, and the paving will be extended that far, in order to widen the street at this busy corner where traffic is heavy. The opposite corner will also be cut away in order to widen the San Antonio street intersection of Stanton street.

## PLANS ARE PREPARED FOR NEW CAR LINE

Estimates are being prepared by the Stone & Webster Engineering corporation for the West Missouri street extension of the street car line. This line will connect with the Smelter line at the top of Mundy Heights, and will come into Oregon street at the Missouri street intersection of these two streets.

## FINISHING MATERIAL FOR NEW BUILDINGS ARRIVES

The green tile for the facing of the first floor columns on the Roberts-Banner building has arrived and is now being placed. The tile is a sea-green, and will cover all of the first floor concrete columns. The marble for the new Caples building and also for the El Paso Bank & Trust company's exterior and interior finish has also arrived.

## POPULAR SHOW WINDOW NEARING COMPLETION

The steel columns for the Popular show windows are being set and the plate glass for the west show windows will be set this week. The entire west wall of the Masonic temple building has been removed and a plate glass show window extending from the entrance to the Blue lodge office, to the entrance of the Popular store, put in its place.

Mr. and Mrs. James G. McNary entertained Mr. and Mrs. James A. Dick and Mr. and Mrs. Parvin Witte at a weekend house party at their summer home at Mountain Park.